

CONTRACT



WHIO-TV
PO Box 809606
Chicago, IL 60680-9606
(855) 333-2676

And:

Targeted Platform Media LLC
1291 Hollywood Avenue
Annapolis, MD 21403

Contract / Revision 105004 / 1		Alt Order # 08221206
Product PRIORITIES USA ACTN		
Contract Dates 10/04/16 - 10/10/16		Estimate # 4559
Advertiser ISS/Priorities USA Action-A		Original Date / Revision 04/06/16 / 09/23/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WHIO-TV	Account Executive Philadelphia CoxRep	Sales Office CoxReps Philad
Special Handling		
Demographic Households		
Agy Code	Advertiser Code 750	Product 1/2 760
Agency Ref 9722		Advertiser Ref 14205

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WHIO	10/04/16	10/10/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-02		NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				3	\$600.00					
2	WHIO	10/04/16	10/10/16	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-02		NM	5	\$7,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				5	\$1,525.00					
3	WHIO	10/04/16	10/10/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-02		NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				3	\$1,000.00					
4	WHIO	10/04/16	10/10/16	Daybreak Edition 5a	5:00 AM-5:30 AM		:30			P-02		NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				3	\$700.00					
5	WHIO	10/04/16	10/10/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-02		NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				4	\$2,000.00					
6	WHIO	10/04/16	10/10/16	Daybreak Edition 530	5:30 AM-6:00 AM		:30			P-02		NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				4	\$900.00					
7	WHIO	10/04/16	10/10/16	NewsCenter 7 530p	5:30 PM-6:00 PM		:30			P-02		NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				3	\$2,200.00					
8	WHIO	10/04/16	10/10/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02		NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				2	\$2,500.00					
9	WHIO	10/04/16	10/10/16	Daybreak Edition 6a	6:00 AM-7:00 AM		:30			P-02		NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				4	\$1,200.00					
10	WHIO	10/04/16	10/10/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				2	\$2,000.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



WHIO-TV
PO Box 809606
Chicago, IL 60680-9606
(855) 333-2676

Contract / Revision	Alt Order #
105004 / 1	08221206

Contract Dates	Product	Estimate #
10/04/16 - 10/10/16	PRIORITIES USA ACTN	4559

Advertiser	Original Date / Revision
ISS/Priorities USA Action	04/06/16 / 09/23/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
11	WHIO	10/04/16	10/10/16	CBS This Morning	7:00 AM-9:00 AM		:30			P-02		NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				4	\$1,000.00					
12	WHIO	10/04/16	10/10/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-02		NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				3	\$550.00					
E 13	WHIO	10/06/16	10/06/16	Thur Prime Hour 2	9:00 PM-10:00 PM		:30			P-02		NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	---1---				1	\$3,750.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WHIO	10/03/16-10/09/16	Thur Prime Hour 2	9:00 PM-10:00 PM	----Th-----	:30		\$3,750.00			NM		
			See MG 13.2											
	2	WHIO	10/05/16-10/05/16	Wed Prime Hour 3	10p-11p	---W-----	:30		\$3,750.00			NM		
			Ⓜ MG for 13.1 10/06											
14	WHIO	10/04/16	10/04/16	Tue Hour1	8:00 PM-9:00 PM		:30			P-02		NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-1-----				1	\$4,250.00					
Totals									0.00				42	\$60,175.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/10/16	42	\$60,175.00	(\$9,026.25)	\$51,148.75
Totals	42	\$60,175.00	(\$9,026.25)	\$51,148.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!

REP HEADLINE# 8221206 TRF# 105004
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP28/16 14.17
CHANGES ** WHIO-TV ***

ADV # _____ ADV. NAME ISS/PRIORITIES USA ACTION REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME TARGETED PLATFORM MEDIA LLC BUYER NAME KATHRYN WELSH

1291 HOLLYWOOD AVE
ANNAPOLIS, MD 21403
SALES PRSN PH- NICK WELTE

ORDER # _____ CONTRACT # 8221206 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTN EST#4559 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT4/16 OCT10/16 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP28/16 14.17

REP: TO DEANNA
FR JARED
OK'D M1, SEE LN15
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13	S		900P-1000P	30		\$3,750.00	10/6	10/6	0		THU	0
PROGRAM : MOM/ODD COUPLE												
CON COM1: MOM/ODD COUPLE												
15	A		1000P-1100P	30		\$3,750.00	10/5	10/5	1		WED	1
PROGRAM : CODE BLACK												
ORD COM1: SPOT NA DUE TO PROGRAM CHANGE PLEASE ADVISE ASAP												
THIS IS A MAKE-GOOD FOR OCT6 ON LINE-13 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE = 750 AGENCY EST# = 4559
AGENCY PRODUCT CODE = 760

REP HEADLINE# 8221206 TRF# 105004
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP28/16 14.17
CHANGES ** WHIO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#13	MISSED: THU/900P-1000P				OCT6		30S	\$3,750.00	(SEP28/16)	
			OFFER: WED/1000P-1100P				OCT5		30S	\$3,750.00	PLS ADVISE.	
			CMT: SPOT NA DUE TO PROGRAM CHANGE									

OCT/16			60175.00									
										CONTRACT TOTAL	60175.00	
										TOTAL SPOTS	42	

MARKET TOTALS \$97,056 WHIO 62% WDTN 21% WKEF 10% WRGT 5% CABL 0% WBDT 2%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE